

User Research And Findings

Designing Mobile Experiences - Assignment 3

Imprexion

Sean Chen

Vimal Kini

10.03.2012

Interviewees

Rashmi, Female, 28, Engineer, Folsom, CA.

Namita, Female, 37, Doctor, Cupertino, CA.

Brandon, Male, 25, grad student, San Francisco.

Anna, Female, 19, freshman undergrad student, East coast.

Joan, Female, 27, grad student, Bay area.

Key Findings

1. Everyday outfit tracking does not matter as much
"I don't really care what I wear to school everyday" - Brandon
2. For daily outfits, people usually decide by following the dress code.
3. Some people remember what they wore in the past week.
4. People have easy ways to prevent wearing the same thing throughout the week.
"I throw what I wear to laundry and wash them on the weekends." - Brandon
5. People care what they wear when it's an important event.
"I have to go this formal dinner next week, and I am already thinking about what I should wear" - Namita (one week before)
6. When going to important events, people try to avoid wearing something too different.
"I want to know (what they are wearing) so that I wear the appropriate level. I don't want to overdress nor be too sloppy" - Anna
7. When going to events, people also don't want to be looking too similar to others.
"I ask what she'll wear because we have similar clothes" - Joan

8. For clothing opinions, people only ask closed friends or family.
9. When asking opinions, if they are co-located, people show their options to others. If not, they take pictures and send to the others.
10. People care about how they appear in front of the ones they care about.
“I was embarrassed when I noticed I wore the same pants last time (the boy I like) saw me.” - Anna
11. Some people are aware of how they appear on social networks.
“I look at my facebook albums to see what I wore on my previous vacation (to not to repeat them)” - Rashmi
12. Taking pictures of all the clothes they have (to create virtual closet) seems to be too much of a hassle.
13. Taking pictures of what they wear is not too much trouble, it's just they will probably forget.

Design decisions based on findings

- We will not focus on everyday outfit tracking, instead make it event and people oriented.
- The app provides reminders on the days of important events (pulled from the person's calendar.)
- Develop an easy way for people to track who people they were with, when they wore a certain outfit.
- The app provides simple way to ask/share the level of attires between friends.
- The app let users ask opinions easily.
- Develop an easy way to look up outfit histories by event or people.